

PROPOSED CCP REALLOCATION

PROPOSED CARD/COLUMN

Question Number	Current, Card	Current, cols	Version A Card	Version A cols	Version B Card	Version B Cols
2	1	12 6	76	7	76	
16	2	58-60 6	58-60	7	58-60	
17	2	61-6:1 6	61-62	7	61-62	
is	2	63-73. 6	63-71	7	63-71	
19	2	72-7-3 6	72-73	7	72-73	
20	2	74-75 6	74-75	7	74-75	
21	3	11-2-? 6	11-27	7	11-24	
22	3	28-3 (») 6	28-33	6	7	25-33
23	3	37-38 6	37-38	7	34-39	
-2.	4	3 39-4 4 6	39-44	7	40-46	
25	3	45-47 6	45-47	7	47-49	
26	3	48-51 6	48-55	7	50-51	

Current CCP's for the above questions would be erased except for questions 19 & 20 where the questions are the same on both versions of the questionnaire but have been included above for consistency since these questions relate to the questions which appear both before and after them.

N.B. PAGES 1, 7, 8 + 9 ARE DUPLICATED TO INCLUDE BOTH "A" + "B" VERSIONS.

EUROPE 1990 - READER'S DIGEST

COUNTRIES AND THEIR CODES

COUNTRY CODE

Card 5

Columns 67 & 68

GREAT BRITAIN 01

FRANCE 02

WEST GERMANY 03

ITALY 04

BELGIUM 05

LUXEMBOURG 06

SPAIN 07

SWITZERLAND 08

NETHERLANDS 09

AUSTRIA 10

GREECE

FINLAND 12

SWEDEN 13

DENMARK 14

NORWAY 15

PORTUGAL 16

REPUBLIC OF IRELAND 17

EUROPE 1990 - READER'S DIGEST

LJIT OF HAGAZINE TITLES AND CODES

NOTE: 1

COUNTRY CODE IN CARD 5 COLUMNS 67 AND 68

NOTE: 2

POSITION OP EACH PUBLICATION IN CARD 3 COLUMN 67

NOTE: 3

"LAST TIME LOOKED AT" CODES IN CARD 3 COLUMNS 68 TO 78

AUSTRIA

Position - in Card 3- Column 67

- i. BUNTE
 2. FREIZEIT REVUE
 3. NEUE POST
 4. STERN
 5. TINA
 6. WELT DER FRAU

 7. BRIGITTE
 8. FREUNDIN
 9. FUR SIE

 0. VITAL
 - X. DAS BESTE AUS READER'S DIGEST
- ## BELGIUM

FRENCH - Lanauace ~ode in Card 5 Column 72

- , AUr",
- i. LE MONITEUR DE L ..OMOBILE
 2. LE LIGUEUR
 3. LE SOIR ILLUSTRÉ
 4. FLAIR
 5. FEMME D'AUJOURD'HUI
 6. TELEMUSTIQUE
 7. LE VIF L'EXPRESS/POURQUOI PAS?
 8. GAEL
 9. TRENDS/TENDANCES
 0. POTRE TEMPS
 - X. SELECTION DU READER'S DIGEST

FLEMISH - Lancuaae Code in Card 5 Column 72

- i. DE AUTOGIDS
2. DE BOND
3. PANORAMA/DE POST
4. FLAIR
5. HET RIJK DER VROUW
6. HUMO
7. KNACK
8. ELGA
9. TRENDS

0. ONZE TIJD
- x. (READER'S DIGEST) HEr BESTE

DENHARK

- i. ALT FOR DAMERNE
2. BILLED BLADET
3. BO BEDRE
4. FAMILIE JOURnALEN
5. FEMINA
6. HENDES VERDEN
7. HJEM1-11ET r'
8. SE OG HOR
9. SOEIDAG
0. UDE & HJE1414E
- X. DET BEDSTE (READER'S DIGEST)

FINLAND

- i. ANNA
2. APU
3. SEURA
4. SUOMEN KUVALEHTI

5. H S KUUKAUSILIITE
6. KODIN KUVALEHTI
7. KOTILIESI

8. EEVA
9. KOTIVINKKI
0. TEKNIKAN MAAILMA
- X. VALITUT PALAT (READER'S DIGEST)

FRANCE

- i. L'EXPRESS
2. PARIS-MATCH
3. TELEPOCHE
4. TELE 7 JOURS
5. V S D

6. CA M'INTERESSE
7. GEO
8. MARIE-rRANCE
9. 140DES ET TRAVAUX
0. SCIENCE ET VIE
- X. SELECTION DU READER'S DIGEST

GREAT BRITAIN

- i. RADIO TIMES
2. TV TIMES

3. OBSERVER MAGAZInE
4. YOU (MAIL ON SUndAY,~
5. SUNDAY TIMES MAGAZIIZE

6. ESSENTIALS
7. FAMILY CIRCLE

8. GOOD HOUSEKEEPING
9. IDEAL HOME
0. PRIMA
- X. READER'S DIGEST

GREECE

- i. TILERAMA
 2. TO VIMA
 3. RADIOTILEORASI'
 4. ETHNOS TIS KIRIAKIS
 5. KAI
 6. A VRIANI TIS KIRIAKIS
 7. DOMINO
 8. SYN-ROMAPTZO
 9. COSMOPOLITAN
 0. EKINI
- #### GERHANY

- i. BUNTE
2. FREIZEIT REVUE
3. HORZU
4. QUICK
5. NEUE REVUE
6. SPIEGEL
7. STERN

- B. BRIGITTE
9. FREUNDIN

- x. BAS BESTE AUS READER'S DIGEST

IRELAND

- i. IRISH FARM'ERS JOURNAL
2. RTE GUIDEE
3. SUNDAY INDEPEND*ENT
4. SUNDAY TRIBUNE
5. SUNDAY WORLD
6. ESSENTIALS
7. FAMILY CIRCLE
8. GOOD HOUSEKEEPING
9. IDEAL H014E
0. PRIMA
- X. READER'S DIGEST

ITALY

- i. CONFIDENZE
2. FAMIGLIA CRISTIANa
3. GIOIA
4. GRAZIA
5. INTIMITA
6. L'ESPRESSO
7. L'EUROPEO

8. NOVELLA 2000
9. OGGI
0. PANORAMA
- X. SELEZIONE (READER'S DIGEST)
- V. SORRISI E CANZONI

LUXEMBOURG

- i. BRIGITTE
2. BUNTE
3. FREIZEIT REVUE
4. HORZU
5. QUICK
6. SPIEGEL
7. STERN
8. TELESTAR
9. REVUE
0. TELECRAN
- X. READER'S DIGEST

NETHERLANDS

- i. AVROBODE/TELEVIZIER
2. ELSEVIER
3. LIBELLE
4. MARGRIET
5. NIEUWE REVU
6. PANORAMA
7. EIGEN HUIS & INTERIEUR
8. V T WONEN't
9. NOUVEAU
0. PLAYBOY
- X. HET BESTE (READER'S DIGEST)

NORWAY

- i. ALLERS
2. A-MAGASIYET
3. HJEMMET
4. KVINNER & KLAER (KK)
5. NA
6. NORSK UKE BLAD
7. SE & HOR
8. vi MENN
9. FAMILIEU
0. MOTOR
- x. DET BEST (READER'S DIGEST)

PORTUGAL

- i. CORREIO DA MANHA
2. DIARIO DE NOTICIAS
3. JORNAL DE NOTICIAS
4. PUBLICO
5. EXPRESSO
6. INDEPENDENTE
7. SEMANARIO

- 8. SABADO
- 9. TV GUIA

- 0. MAXIMA
- X. SELECCOES DO READER'S DIGEST
SPAIN

- i. CAMBIO 16
- 2. DIEZ MINUTOS
- 3. TIEMPO

- 4. EL PAIS SEMANAL
- 5. SUPLEMENTOS TV

- 6. BURDA
- 7. ELLE
- 8. GRECA
- 9. MARIE CLAIRE
- 0. MUY INTERESANTE
- X. READER'S DIGEST

SWEDEN

- i. ALLERS
- 2. ARET RUNT
- 3. DAMERNAS VARLD
- 4. HEMMETS JOURNAL
- 5. HEMMIETS VECKOTIDNING
- 6. HANT I VECKAU
- 7. SVEI,'SK DAMTIDNING
- 8. vi

- 9. VI BILAGARE
- x. DET BASTA (READER"S DIGEST)

SWITZERLAND

GERMAN - Lancuace Code in Card 5 Column 72

- i. GLUCKSPOST
- 2. MEYERS MODEBLATT
- 3. SCHWEIZER FAMILIE
- 4. SCHWEIZER ILLUSTRIERTE
- 5. SONNTAGSBLICK
- 6. TELE
- 7. ANNABELLE
- 8. BEOBACHTER
- X. DAS BESTE AUS READER'S DIGEST

Frequencies

statistics

N

Valid Missing

NAI IUN 22339 0

INTERVIEW

SURVEY

TYPE - A OR 22339 0
B

NATION OF INTERVIEW

Valid	Cumulative			
Frequency	Percent	Percent	Percent	
validFKANCE 2000			g'u-	9,0
BELGIUM 1484	6,6	6,6	15,6	
NETHERLANDS 1520	6,8	6,8	22,4	
GERMANY-WEST 2010	9,0	9,0	31,4	
ITALY 2197	9,8	9,8	41,2	
LUXEMBOURG 498	2,2	2,2	43,5	
DENMARK 1001	4,5	4,5	47,9	
IRELAND 500	2,2	2,2	50,2	
GREAT-BRITAIN 2153	9,6	9,6	59,8	
GREECE 1000	4,5	4,5	64,3	
SPAIN 1498	6,7	6,7	71,0	
PORTUGAL 999	4,5	4,5	75,5	
NORWAY 1000	4,5	4,5	79,9	
AUSTRIA 979	4,4	4,4	84,3	
SWISS 1474	6,6	6,6	90,9	
SWEDEN 1000	4,5	4,5	95,4	
FINLAND 1026	4,6	4,6	100,0	
Total 22339	100,0	100,0		
Total	22339	100,0		

SURVEY TYPE - A OR B

Valid	Cumulative			
Frequency	Percent	Percent	Percent	
Valid A-,5UKVb7- 11148	49,9	49,9	49,7	
B-SURVEY 11191	50,1	50,1	100,0	
Total 22339	100,0	100,0		
Total	22339	100,0		

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